

From: Ron Borsellino/R3/USEPA/US
Sent: 4/3/2012 8:10:51 AM

To: Dennis Carney/R3/USEPA/US@EPA; Fetzer.Richard@epamail.epa.gov; Kathy Hodgkiss/R3/USEPA/US
CC:
Subject: Re: Fw: Dimock Communications Strategy

And of course until we get final OK - nothing happens.

Thanks

Sent by EPA Wireless E-Mail Services

----- Original Message -----

From: Dennis Carney
Sent: 04/03/2012 07:48 AM EDT
To: Ron Borsellino
Cc: Cecil Rodrigues; Kathy Hodgkiss; Roy Seneca; Shawn Garvin; Terri-A White; William Early; Michael Kulik; David Bloomgren; Gerald Heston; Richard Fetzer
Subject: Re: Fw: Dimock Communications Strategy

To all, recognizing that the timeframes on the roll-out below (which Shawn approved last night for final review in HQ) are placeholders I want to make everyone aware that we should not plan that data will be posted on line on Thursday morning. Given we have 20 homes to whom we need to deliver packages we should anticipate that deliver of packages will roll into Thursday. Therefore the earliest I see us being able to post data would be Thursday afternoon.

I tell everyone this just so we (region and HQ) have clear expectations moving forward. Thanks, dennis.

From: Ron Borsellino/R3/USEPA/US
To: Shawn Garvin/R3/USEPA/US@EPA
Cc: Dennis Carney/R3/USEPA/US@EPA, Kathy Hodgkiss/R3/USEPA/US@EPA, Cecil Rodrigues/R3/USEPA/US@EPA, William Early/R3/USEPA/US, Bruce Kulpan/DC/USEPA/US@EPA, Roy Seneca/R3/USEPA/US@EPA, Terri-A White/R3/USEPA/US@EPA
Date: 04/02/2012 05:29 PM
Subject: Fw: Dimock Communications Strategy

Shawn: See below for David's note (which I excerpted from his message to me and other R3 folks) re: final draft Communications strategy. I reviewed his version, spoke to him and made some agreed to edits that are shown in the two documents below - After you ok this version, David will send to folks in HQ, including Sussman and Mathy.... so if you give the ok, please cc him so he knows it's good to go. Let me know if you have any questions.

All - Pulled the release timeline and current materials into one document. Inserted a statement for if we are asked about the results prior to posting data online, a slightly revised statement for when the results are posted and reworked the additional information Roy and team pulled together into general talking points. Also accepted ORD edits and reworked the barium and sodium questions which are now up front in the Q&A.

On the rollout timeline - the actual times are placeholders so would not worry about those.

Attaching a clean and tracked changes version. Let me know once this is ready to go out for approvals.

[attachment "Dimock Communications Strategy 4.2.12 tracked.docx" deleted by Ron Borsellino/R3/USEPA/US]
[attachment "Dimock Communications Strategy 4.2.12 clean.docx" deleted by Ron Borsellino/R3/USEPA/US]

Ron Borsellino
Director
Hazardous Site Cleanup Division

